

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 NEA-10 ISO-00 CIAE-00 DODE-00
INR-07 NSAE-00 PA-02 USIA-15 PRS-01 SP-02 ERDA-07
COME-00 DOTE-00 FAA-00 NASA-02 NSC-05 OES-07 /078 W
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R 061443Z JUN 77

FM AMEMBASSY PARIS
TO SECSTATE WASHDC 3628
INFO AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY KUWAIT
AMEMBASSY LONDON
AMEMBASSY MADRID
AMEMBASSY OSLO
AMEMBASSY ROME
AMEMBASSY STOCKHOLM
AMEMBASSY TEL AVIV
AMEMBASSY THE HAGUE

UNCLAS PARIS 16529

FOR: USDOC, WASHDC

E.O. 11652

TAGS: BEXP, FR

SUBJECT: OPENING OF 1977 PARIS AIR SHOW

1. THE U.S. PAVILION, 1977 PARIS AIR SHOW, WAS
INAUGURATED AT 11:05, JUNE 3, SHORTLY AFTER THE OFFICIAL
OPENING OF THE 32ND SALON INTERNATIONAL DE L'AERONAUTI-
QUE ET DE L'ESPACE. THE RIBBON TYING CEREMONY WAS
PERFORMED BY MRS. CHARLES LINDBERGH AND VETERAN FRENCH
AVIATOR LOTTI ASSISTED BY SECRETARY OF TRANSPORTATION
BROCK ADAMS, WHO IS THE PRESIDENTIAL REPRESENTATIVE TO
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THE AIR SHOW, ASSISTANT SECRETARY OF COMMERCE FRANK A.
WEIL, AND CHARGE D'AFFAIRES SAMUEL R. GAMMON. ALSO
PRESENT WERE THREE US ASTRONAUTS GENERAL THOMAS
STAFFORD, ALAN BEAN AND JAMES LOVELL.

2. PRESIDENT OF FRANCE GISCARD D'ESTAING WAS GREETED
AT THE ENTRANCE TO THE U.S. PAVILION, UNDER THE WINGS

OF A FULL-SCALE REPLICA OF THE "SPIRIT OF ST. LOUIS" BY SECRETARY ADAMS, ASSISTANT SECRETARY WEIL, CHARGE GAMMON AND MRS. LINDBERGH. PRESIDENT GISCARD THEN TOURED THE THEMATIC AREA OF THE PAVILION VIEWING THE DISPLAYS DEPICTING THE PAVILION'S THEME "THE CONTINUOUS CONQUEST: 1927-1977".

3. ALL OFFICIALS ATTENDING AND PAVILION EXHIBITORS AGREED THAT THIS MAJOR DEPARTMENT OF COMMERCE EXHIBITION IS MOST IMPRESSIVE AND OFF TO AN EXCELLENT START. FIRST DAY ATTENDANCE OF NEARLY 3,500 VISITORS IN THE PUBLIC/THEMATIC AREA PLUS 486 REGISTERED BUSINESSMEN INDICATES THE IMPORTANCE OF THE U.S. PAVILION AT THIS MOST PRESTIGIOUS AERO-SPACE SHOW.

4. ON JUNE 2, PRESS DAY, A MAJOR PRESS CONFERENCE WAS HELD IN THE US PAVILION. APPROXIMATELY 150 MEMBERS OF THE PRESS ATTENDED AND TOURED BOTH THE THEMATIC AND TECHNICAL EXHIBIT AREAS. ASTRONAUT ALAN BEAN GAVE A PRESENTATION AT THE SPACE SHUTTLE DISPLAY AND JIM MARTIN, "FATHER" OF THE VIKING PROGRAM, SPOKE AT THE VIKING ROVER. THERE HAS BEEN CONSIDERABLE PRESS COVERAGE OF THE US PAVILION INCLUDING ARTICLES IN "THE HERALD TRIBUNE", LE FIGARO, LE MONDE AND THE TIMES. GAMMON.

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